

Date November 20, 1986

MARKET RESEARCH PROJECT APPROVAL

(To be filled out by Marketing Research Department)

Product: Kent Project Portfolio Study - Title: Additional Cost Job#: 5541/1186

Research Design (N, Cells, Eligibility, Design, Key Banner Breaks, Methodology, Cities)

This approval covers the additional cost of conducting the "Back-Up Campaign" portfolio study (MRD #5541/986) in two phases (e.g. one cell at a time). The cost noted below is the additional cost which includes independent tabulation of all data and incremental fielding costs.

Key Criteria For Analysis

Research Limitations

Cost Estimate \$4,000

Research Firm: Newman-Stein Inc.

+ - 10% Contingency Yes X No
Final Report Inc. Yes No X

Incidence NA

Length Int. NA

Prepared by: Amy Scher 11/20/86

Open Ends NA

Approved by: H. McFarlane 11/20/86

Banners NA

[Signature] 11/20
Marketing Research Director

Topline NA

[Signature] 12/2/86
Product Manager

Final NA

[Signature] 12/01/86
Group Product Manager

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